

## BLAISE J. BERGIEL

### Office:

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Dept. of Marketing & Real Estate  
University of West Georgia  
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### Home:

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Carrollton, GA 30117  
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### *Education:*

| <u>Degree</u> | <u>Institution</u>                             | <u>Year</u> | <u>Major/Minor</u>                |
|---------------|--|-------------|-----------------------------------|
| D.B.A.        | Mississippi State University<br>Starkville, MS | 1980        | Marketing/Psychology &<br>Finance |
| M.B.A.        | Clarion State University<br>Clarion, PA        | 1976        |                                   |
| B.S.          | Clarion State University<br>Clarion, PA        | 1974        | Marketing & Management            |

### **Academic Appointments**

|           |  |
|-----------|--|
| 2012-Pres | University of West Georgia, Carrollton, Georgia, Professor, Dept of Marketing Real Estate              |
| 2011-2012 | University of West Georgia, Carrollton, Georgia, Visiting Professor, Dept of Marketing and Real Estate |
| 2010-2011 | University of West Georgia, Carrollton, Georgia, Interim Associate Dean, Richards College of Business  |
| 1989-2010 | Nicholls State University, Thibodaux, Louisiana. Professor of Marketing.                               |
| 1984-1989 | Nicholls State University, Thibodaux, Louisiana. Associate Professor of Marketing.                     |
| 1984-1985 | Nicholls State University, Thibodaux, Louisiana. Director of the Small Business Center.                |
| 1980-1983 | Southern Illinois University, Carbondale, Illinois. Assistant Professor of Marketing.                  |
| 1979-1980 | Mississippi State University, Starkville, Mississippi. Instructor.                                     |
| 1976-1979 | Mississippi State University, Starkville, Mississippi. Graduate Teaching Assistant.                    |
| 1975-1976 | Clarion State University, Clarion, Pennsylvania. Instructor.   |

### **Visiting Professor**

|          |   |
|----------|---|
| 2019 May | Shanghai University of International Business and Economics, Visiting Professor |
| 2018 May | Shanghai University of International Business and Economics, Visiting Professor |
| 2017 May | Shanghai University of International Business and Economics, Visiting Professor |
| 2016 May | Shanghai University of International Business and Economics, Visiting Professor |

Bergiel, B.J.

2014 May Shanghai University of International Business and Economics, Visiting Professor

**Relevant Non Academic Experience:**

- Marketing Consultant: B & J Business Consultants, Thibodaux, LA 70301. (1986-2011).
- U.S. Army, Honorable, Highest rank: Captain. Duties: Flight Instructor, Special Forces, and Company commander. (1965-1973).
  - 5<sup>th</sup> Special Forces – Vietnam – (1967-1968)
  - 1st Cavalry Division – Vietnam – (1969-1970)

*Graduate and Undergraduate Courses Taught*

| <b>Undergraduate</b>          |                               |
|-------------------------------|-------------------------------|
| Principles of Marketing       | Consumer Behavior             |
| Professional Selling          | Sales Management              |
| Global Marketing              | Retailing                     |
| Marketing Internship          | Marketing Strategy            |
| Principles of Management      | Organizational Behavior       |
| <b>MBA and EMBA</b>           |                               |
| Marketing Theory and Practice | Advanced Seminar in Marketing |
| Organizational Behavior       |                               |

**Intellectual Contributions:**

**Peer Reviewed Journal Articles:**

“Effects of Parental Cultural Capital on Purchase Intention of Cognac.” *To appear in International Journal of Wine Business Research*. Basic or Discovery Scholarship, (2019), Wei, J., Bergiel, B. J., Song, L.

“Cognac Consumption: A Comparative Study on American and Chinese Consumers.” *Wine Economics and Policy* – 7(2018), 24-34. Song, L., Wei, J., Bergiel, B.

“Hedonic and Utilitarian Use of User-Generated Content on Online Shopping Websites.” *Journal of Marketing Communications*, 23(6), 572-591. (2017). Hazari, S., Bergiel, B., Sethna, B.

“Influence of User Generated Content in Online Shopping: Impact of Gender on Purchase Behavior,” Trust, and Intention to Purchase. *International Journal of Electronic Marketing and Retailing (IJEMR)*, 20 (2017) Sethna, B. N., Hazari, S., Bergiel, B.

Bergiel, B.J.

“Understanding the Relationship Between Mental Models, Conflict and Conflict Asymmetry.” *Team Performance Management: An International Journal*, 21(7/8). (2015) Bergiel, E., Gainey, T., Bergiel, B.

“Are You Listening to the People that Count?” *Competition Forum*, (Fall 2014) Authors: Blaise J. Bergiel, UWG; Bridget J. Bergiel, WNCC; Erich B. Bergiel, UWG

“Branding: Perceptual effects on Consumer Evaluations,” *Competitiveness Review*, V22(1), ISSN: 1059-5422 (2012). 251-260. Authors: J. Robert Field, NSU; B.J. Bergiel, UWG; J.M. Giesen, MSU; C.L. Fields, NSU

“Revisiting Hofstede's Dimensions: Examining the Cultural Convergence of the United States and Japan.” *The American Journal of Management*, V12(1), (2012). 69-79. Authors: Bergiel, E., UWG; Bergiel, B., UWG; Upson, J., UWG

“From the Inside-Out: Internal Marketing and the Global Firm.” *Business Research Yearbook*, XVIII (1), (2011). 240-245. Authors: Bergiel, UWG; B., Brown, UWG; C., Field, J. R, NSU

“Effects of Brand Packaging on Taste Perceptions,” *Business Research Yearbook: Global Business Perspective*, Vol. XVII, N1 (2010) pp. 305-311, authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; and J. Martin Giesen, MSU

“Integrating Product Design, Process Design and Supply Chain Design From a Work Design Perspective: Survey of Issues and Research,” *Business Research Yearbook: Global Business Perspectives*, Vol. XVII, N1 (2010), pp. 319-324, authors: Xun Li, NSU; En Mao, NSU; and Blaise J. Bergiel, NSU

“Effects of Branding on Taste Perceptions,” *Competition Forum*, V7, N2, (2009), pp. 325-331. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; J. Martin Giesen, MSU; and Courtney L. Fields, NSU

“Rate My Professors.com A Global Rating Service: Students Utilization and Perceptions of Accuracy of Evaluations,” *Business Research Yearbook*, V16, N1, (2009), pp. 337-342. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, Centenary College of LA

“Counterfeit Products: Can Consumers Identify the Fakes?” *Competition Forum*, V6, N2, (2008), pp. 280-286. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, Centenary College of LA

“An Exploratory Study of Student Use and Perceived Accuracy of Faculty Evaluations on RateMyProfessor.Com,” *Competition Forum*, V6, N2, (2008), pp. 378-383. authors: J. Robert Field, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU

Bergiel, B.J.

“Internet Cross Border Crime: A Growing Problem,” *Journal of Website Promotion*, V3, N3/4, (2008), pp 133-142. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG, and Phillip W. Balsmeier, Centenary College of LA

“Counterfeit Products: Back to Basics,” *Business Research Yearbook*, V15, (2008), pp. 461-466. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, Centenary College of LA

“Nature of Virtual Teams: A Summary of Their Advantages and Disadvantages,” *Management Research News*, V32, N2, (2008), pp. 99-110. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“I Have A Deal For You: Cross Border Crime,” *Competition Forum*, V5, (2007), pp. 112-117. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“A Global Market Entry Strategy Model for Vietnam,” *Business Research Yearbook*, V14, N1, (2007), pp. 493-499. authors: Vinh Q. Nguyen, MSU; Blaise J. Bergiel, NSU; and Erich B. Bergiel, UWG

“The Reality of Virtual Teams,” *Competition Forum*, V4, N2, (2006), pp. 427-432. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“What Are The Benefits, Challenges, and Motivational Issues of Academic Teams?” *Business Research Yearbook*, V13, (2006), pp. 362-367. authors: Blaise J. Bergiel, NSU and Erich B. Bergiel, MSU

“Country Equity: South Africa, A Case in Point,” *Journal of Promotion Management*, V12, N1, (2005), pp. 85-95. authors: R. Charles Viosca, Jr., NSU; Blaise J. Bergiel NSU and Phillip W. Balsmeier, NSU

“Multicultural Teams: A Conceptual Model of Effectiveness,” *Journal of Contemporary Business Issues*, Vol. 12, N2 (College of Business and Technology, Western Illinois University, 2004), pp. 90-96. authors: Erich B. Bergiel, MSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr. NSU

“The Socioemotional Linkages Between Cohesion and Perceived Organizational Support,” *Business Research Yearbook*, V12, N1, (April 2005), pp. 382-386, authors: Erich B. Bergiel, MSU; G. S. Taylor, MSU; and Blaise J. Bergiel, NSU

“Global Growth and Implications of Electronic Bill Presentment and Payment,” *Journal of Website Promotion*, V1, I1, (Fall 2004 – Winter 2005), pp. 77-92. authors: Michelle R. Bednarz, MSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, NSU

“Internet Fraud: A Global Perspective,” *Journal of E-Business*, V4, I1, ISBN 1542-0846 (June 2004), pp. 28-39. authors: Phillip W. Balsmeier, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca Jr., NSU.

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“Effects of the Electronic Nigeria Money Fraud on the Brand Equity of Nigeria and Africa,” *Management Research News*, V27, N6 (2004), pp. 11-20, authors: R. Charles Viosca, Jr., NSU; Blaise J. Bergiel, NSU; & Phillip W. Balsmeier, NSU

“A Conceptual Model of Team Cohesion,” *Business Research Yearbook: Global Business Perspectives*, V9, N1, (2004), pp. 379-383. authors: Erich B. Bergiel, MSU; C. William Roe, Arkansas State University; and Blaise J. Bergiel, NSU

“AACSB institutions Competing in an On-line Environment,” *Journal of Contemporary Business Issues*, Vol. 11, N2 (College of Business and Technology, Western Illinois University, 2003), pp. 79-84, authors: Blaise J. Bergiel, NSU and R. Charles Viosca, Jr.

“Internet Fraud Goes International,” *Competition Forum*, V1, N1 (American Society for Competitiveness, October 2003), pp. 159-166, authors: Sherry Rodrigue, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU

“Family Business Successions: A Radically Different View,” *Business Research Yearbook: V10*, (2003), pp. 360-364, authors: Erich B. Bergiel, MSU and Blaise J. Bergiel, NSU

“Target Market + Business Environment = Marketing Target,” *Journal of Global Competitiveness*, (International Society of Competitiveness, 2002), pp. 181-189, authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, CSU-Bakersfield; and Michelle R. Bednarz, NSU

“Coupon Clippers Clicking,” *Journal of Global Competitiveness*, V9(1), (International Society of Competitiveness, 2001), pp. 408-418, authors: Michelle R. Bednarz, NSU and Blaise J. Bergiel, NSU

“Global Marketing Strategy: Is Current Marketing Philosophy Enough?” *International Business Trends: Contemporary Readings*, (Academy of Business Administration, 2001), pp. 291-297, author: Blaise J. Bergiel, NSU

“Marketing Strategy: Looking At A Neglected Environment,” *National Business and Economic Society Journal*, V1, (The National Business and Economics Society, March 2000), pp. 202-209, authors: Blaise J. Bergiel, NSU and Capt. Erich B. Bergiel, USMC

“Portrayal of Women in Advertisements: An Evaluation of the Perceptions of French and U.S. Women,” *The Journal of Global Competitiveness*, V8(1), (Enron Corporation, International Society for Competitiveness, 2000), pp. 309-317, authors: Blaise J. Bergiel, NSU and Erich B. Bergiel, CSU-Bakersfield

“Country-Of-Origin as a Surrogate Indicator: Implications/Strategies,” *Journal of Global Competitiveness*, V7(1) (International Society for Competitiveness, 1999), pp. 187-195, authors: Blaise J. Bergiel, NSU and Capt. Erich B. Bergiel, USMC

Bergiel, B.J.

"Attitudes toward the Portrayal of Women in Advertising: A French Study," *Emerging Trends in Business Disciplines*, (Orlando, FL: International Academy of Business Disciplines, April, 1997), pp 110-115, author: Blaise J. Bergiel, NSU

"Female College Student's Verses Contemporary Women's Evaluation of Female Role Portrayals in Advertising," *Trends In Modern Business*, (Maryland: Academy of Business Administration, 1995), pp. 289-296, authors: Blaise J. Bergiel, MSU; C. William Roe, NSU; and William M. Cooley, JSU

"Can We Talk? Multi-Cultural Negotiations," *Business Trends For The 21st Century*, V1, (Maryland: Academy of Business Administration, 1994), pp. 336-341, authors: Blaise J. Bergiel, NSU; C. William Roe, NSU; and Bridget J. Bergiel, MSU

"Organizational Discipline: Does the Punishment Fit the Crime?" *The Mid-Atlantic Journal of Business*, V26(1), (Fall, 1989), pp. 41-52, authors: Elaine Fry, NSU; Blaise J. Bergiel, NSU; and Nicholas Fry, NSU

"A Neglected Environment: Problems Faced by Small Business," *Small Business America's Growth Industry, 1989*, (New Orleans: Southwestern Small Business Institute, March 1989), pp. 41-52, author: Blaise J. Bergiel, NSU

"Chain Store Executives' Ratings of Critical Site Selection Factors," *The Journal of Midwest Marketing*, V3(2), (Fall 1988), pp. 37-48, author: Blaise J. Bergiel, NSU

"Progressive Discipline: Do Employers Use It?" *Small Business America's Growth Industry, 1988*, (San Antonio: Southwestern Small Business Institute, March 1988), pp. 8-15, author: Blaise J. Bergiel, NSU

"Research: What are Not-For-Profit Organization's Expectations," *Small Business: America's Growth Industry*, (Houston: South-Western Small Business Institute, March 12, 1987), pp. 105-108, author: Blaise J. Bergiel, NSU

"Who's Flying, how Often and For What Reasons: Implications for Strategic Planning," *Marketing In An Environment of Change*, Robert L. King, Editor, (Charleston: Southern Marketing Association, Fall 1986), pp. 307-310, author: Blaise J. Bergiel, NSU

\*"The Impact of Personalized Cover Letters on Item Omission and Response Rates to a Mail Survey," (1986) *Journal of Midwest Marketing*, V1(1), (Spring 1986), pp. 175-181, author: Blaise J. Bergiel, NSU

\* Received the outstanding paper award.

"Instrumental Learning: Its Application To Consumer Satisfaction," *Journal of Consumer Marketing*, V2, (Fall 85), pp. 23-28, author: Blaise J. Bergiel, NSU

"Attitudes Toward Advertising by Accountants: Past and Present," *Marketing: The Next Decade*, (Orlando: Southern Marketing Association, 1985), pp. 244-246, author: Blaise J. Bergiel, NSU

Bergiel, B.J.

"Retail Site Selection: A Study of Methods Used by Retailing Executives," *Mississippi Business Review*, Vol. XLVL, N10, (April, 1985), pp. 3-10, author: Blaise J. Bergiel, NSU

"A Case for the Regular Overstating of Lease Payments," *Journal of Business Education*, V60(6), (May 1985), pp. 333-335, author: Blaise J. Bergiel, NSU

"Single vs. Multi-Financial Institution Users: A Pilot Study," *Evolving Marketing Horizon: 1985 Focus*, (Chicago, Midwest Marketing Association, March 1985), author: Blaise J. Bergiel, NSU

"Marketing Professional Services," *Terre Bonne Magazine*, (March 1984), p. 5, author: Blaise J. Bergiel, NSU

"Financial Services: Implications for Market Segmentation," *Mississippi Business Review*, (Nov. 1984), pp. 3-7, author: Blaise J. Bergiel, SIU-Carbondale

"Health Care Advertising: A Comparative Analysis," *Journal of Health Care Marketing*, V3(1), (Winter, 1983), pp. 21-28, author: Blaise J. Bergiel, SIU-Carbondale

"Effective Use of Follow-up Procedures To Decrease Lapse Rates," *Journal of Insurance: Issues & Practices*, V6(1), (Jan. 1983), pp. 13-21, author: Blaise J. Bergiel, SIU-Carbondale

"Advertising of Legal Services and Fees: Comparative Issues and Perspective," *Texas Bar Journal*, V45(9), (October 1982), pp. 1228-1235, author: Blaise J. Bergiel, SIU-Carbondale

"A Longitudinal Analysis of Attitudes of Dentists Toward The Advertising of Their Fees and Services," *Journal of Dental Education*, V46(12), (Dec. 1982), pp. 703-708, author: Blaise J. Bergiel, SIU-Carbondale

"One Way to Improve Lapsation Ratio," *The National Underwriter*, (June, 1980), authors: Blaise J. Bergiel, MSU and L.E. Pease., MSU

### **Published Proceedings and Presentations 2010 to Present:**

"Defining and Clarifying the Impact of Toxic Masculinity on the Organizational Environment", New Orleans, LA, Proceedings for the Academy of Business Research Spring 2019 Conference. Bergiel, E., Gainey, T., Applied or Integration/Application Scholarship. (2019).

"The Mediating Effects of Conflict and Conflict Asymmetry on Shared Mental Models and Performance Outcomes." (pp. 167). San Antonio, TX: Proceedings for the Academy of Business Research Fall 2017 Conference. Kelleher, K., Bergiel, E., Gainey, T., Bergiel, B., Reaves, P. Applied or Integration/Application Scholarship. (2017)

Bergiel, B.J.

“The Mediating Effects of Conflict and Conflict Asymmetry on Share Mental Models and Performance Outcomes,” Academy of Business Research, San Antonio, TX, Applied or Integration/Application Scholarship. (2017).

“Parental Cultural Capital, Value Orientations, Attitude toward Brand Country-of-origin and Purchase Intention of Global Brand.” American Marketing Association, San Francisco, Basic or Discovery Scholarship. (August 5, 2017).

“Hedonic and Utilitarian Use of User Generated Content on Online Shopping Websites,” Richards College of Business, Carrollton, GA, Applied or Integration/Application Scholarship. (February 27, 2015).

Is It Time To Put The Platinum Rule Into Mainstream Marketing?” The International Academy of Business and Public Administration Disciplines, Orlando, FL, Applied or Integration/Application Scholarship. (January 3, 2014).

“Consumption Behaviors Of Cognac: A comparative study on American and Chinese consumers”, (Kuala Terengganu, Malaysia) August 26-28, 2014. The 3<sup>rd</sup>International Conference on Accounting, Business and Economics (ICABEC2014) Lingfang Fayol-Song, Jack Wei, and Blaise J. Bergiel

"Is It Time To Put The Platinum Rule Into Mainstream Marketing?" (Orlando, FL) January 3, 2014. The 2014 International Academy of Business and Public Administration Disciplines Conference. Bergiel, Blaise J. UWG (Presenter) and Bergiel, Bridget, WNCC

“Revisiting Hofstede's Dimensions: Examining The Cultural Convergence of the United States and Japan.” (New Orleans, LA) Feb. 28-March 3 2012, the 2012 Southwest Academy of Management, Bergiel, E., UWG; Bergiel, B. (Presenter), UWG; Upson, J., UWG

### **Books and Ancillary Materials:**

*Marketing A Situational Approach*, Dame Publications, Inc., Publication Date: Fall 1998, authors: C. Glenn Walters and Blaise J. Bergiel

Case Manual: *Marketing A Situational Approach*, Dame Publications, Inc., Publication Date: Fall 1998

*Consumer Behavior: A Decision-Making Approach*, (Cincinnati: South-Western Publishing Co.,) 1989, authors: C. Glenn Walters and Blaise J. Bergiel. Marketing text includes instructor's manual and objective examination test bank.

*Index Of The Publications Of The Midwest Marketing Association, 1979-1994: Proceedings, The Journal of Marketing Management, And Journal of Midwest Marketing*, (Chicago: Midwest Marketing Association, 1994), editors: Blaise J. Bergiel and Paul C. Thistlethwaite



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*Midwest Marketing Association Proceedings/Journals: Index 1985-1989*, (Chicago: Midwest Marketing Association, 1989) editors: Blaise J. Bergiel, C. William Roe and Arline Waguespack.

*The Journal of Midwest Marketing*, V4(1), (Spring 1989), Editors. Jim L. Finlay, Paul C. Thistlethwaite, & Blaise J. Bergiel

*Marketing Channels*, 2nd. ed., (Glenview: Scott, Foresman and Co., 1982). authors: C. Glenn Walters and Blaise J. Bergiel, Marketing text includes instructor's manual & objective examination test bank.

*Index, Midwest Marketing Proceedings: 1976-1984*, (Chicago: Midwest Marketing Association, 1985), authors: Blaise J. Bergiel, C. William Roe and C. Glenn Walters

*Evolving Marketing Horizons*, (Midwest Marketing Association, 1983), editors: Carol H. Anderson, Blaise J. Bergiel, and R. Viswanathan

*Midwest Marketing Association, 1982 Conference Proceedings*, editors: Carol H. Anderson, Blaise J. Bergiel, N.W. Edwards and Clyde Jenkins

*A Spectrum of Contemporary Marketing Ideas*, (New Orleans: Southern Marketing Association, 1982), editors: John H. Summey, Carol H. Anderson, and Blaise J. Bergiel

*Progress in Marketing Theory & Practice*, (Atlanta: Southern Marketing Association, 1981), editors: Ronald D. Taylor, John H. Summer, and Blaise J. Bergiel

## **Service: 2011 to Present**

### **College**

- Committee Member, Strategic Planning Committee. (July 2010 - Present).
- Interaction with Industry, Executive in Residence Dinner - 2018. (October 10, 2018).
- Attendee, Award Ceremony, Beta Gamma Sigma Annual Induction Ceremony. (April 18, 2018).
- Attendee, RCOB Big Night of Research 2018. (April 17, 2018).
- Attendee, Meeting, Executive in Residence. (February 21, 2018).
- Faculty Mentor, Accelerated Cohort #1. (October 11, 2016 - 2017).
- Interaction with Industry, McCalman Executive Roundtable. (November 10, 2017).
- Attendee, RCOB. (October 17, 2017).
- RCOB Welcome Back Party. (August 15, 2017).
- Student Placement, RCOB Internation Welcome. (August 8, 2017).
- Attendee, Award Ceremony, RCOB Etiquette Dinner. (April 11, 2017).
- Attendee - Student Research Presentations, RCOB Big Night 2017. (March 28, 2017).
- Attendee, Meeting, McCalman Executive Roundtable. (February 24, 2017).
- RCOB Accelerated Cohort 1 dinner, RCOB Accelerated Cohort 1 dinner. (November 15, 2016).

- Attendee, Richards College of Business Big Night 2016. (March 22, 2016).
- Attendee, Meeting, The McCalman Executive Roundtable. (November 3, 2015).
- Attendee, Meeting, Economic Forecast Breakfast. (October 27, 2015).
- Attendee, Meeting, The McCalman Executive Roundtable. (April 10, 2015).
- Attendee, Award Ceremony, Beta Gamma Sigma Annual Induction Ceremony. (April 2, 2015).
- Student Recruiter, RCOB Spring Preview Day. (March 7, 2015).
- Attendee, Meeting, BBF-MKTG & Real Estate Dept. & Econ. Dept. (February 27, 2015).
- Committee Member, Vision Statement sub-committee of SPC. (September 26, 2013 - 2014).
- Attendee, Meeting, Economic Forecast Breakfast - 2014. (October 28, 2014).
- Attendee - Presentation, Executive in Residence. (October 1, 2014).
- Attendee, Meeting, •Brown Bag Friday-Mgt. Faculty presentations, Dept. of Economics. (September 26, 2014).
- Attendee, Meeting, The McCalman Executive Roundtable. (September 24, 2014).
- Attendee, UWG Ice Cream and Cookies. (September 9, 2014).
- Attendee, Orientation, International Student Pizza Welcome. (August 28, 2014).
- Attendee, Award Ceremony, Dedication of J. Mark Miller Hall. (August 27, 2014).
- Attendee, Meeting, TMcCalman Executive Roundtable. (April 8, 2014).
- Attendee, Award Ceremony, Beta Gamma Sigma - Annual Induction Ceremony. (March 31, 2014).
- Student Research Presentations, RCOB Big Night 2014. (March 26, 2014).
- Attendee, Award Ceremony, UWG - Beta Gamma Sigma Banquet. (April 15, 2013).
- Attendee, Convocation, UWG - Academic Honors Convocation-2013. (April 9, 2013).
- International Student Orientation, Presenter, (August 23, 2012).
- College, BB&T Lectures in Free Enterprise, (September 20, 2011).
- College, RISE Program, Let. General Russel L. Honore (September 20, 2011).
- Graduate Programs Committee: UWG: 2010-2011.

### **Department 2011 to Present**

- Student Recruiter, UWG Preview Day. (January 28, 2018).
- Student Recruiter, RCOB Preview Day. (March 4, 2017).
- Student Recruiter, UWG Preview Day. (January 25, 2017).
- Student Recruiter, UWG Preview Day. (October 16, 2016).
- Student Recruiter, RCOB Preview Day. (April 2, 2016).
- Student Recruiter, UWG Preview Day. (January 31, 2016).
- Attendee, Graduation, UWG graduation. (December 1, 2015).
- Student Recruiter, Preview Day UWG. (November 1, 2015).
- Student Recruiter, Fall 2014 Preview Day. (November 2, 2014).
- Economic Forecast Breakfast, Econ. Dept. UWG, Carrollton, GA. (October 31, 2013).
- Lunch with the Dean, (September 20, 2013).
- Brown Bag Friday-Mgt. Faculty presentations, Dept. of Management, UWG, (October 25, 2013).

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- GradesFirst workshop, University of West Georgia, (October 3, 2013).
- Brown Bag Friday-Act. & Finance Faculty presentations, Accounting and Finance Dept. (September 27, 2013).
- "D2L Department workshop", Dept. of Marketing and Real Estate, (April 27, 2013).
- XIDS 2002-01, UWG, "Degrees and Careers in Marketing and Real Estate", Invited speaker. (November 12, 2013).
- XIDS 2002-02, UWG, "Degrees and Careers in Marketing and Real Estate", Invited speaker. (November 12, 2013).
- XIDS 2002, UWG, "Degrees and Careers in Marketing & Real Estate", Invited speaker. (October 2, 2013).
- Preview Day, Student Recruiter. (October 27, 2013).
- Mardi Gras for Majors, Student Recruiter, (February 14, 2013).
- Academic Fair - Preview Day, Student Recruiter. (April 14, 2013).
- 12th Annual Mardi Gras for Majors, Student Recruiter, (February 22, 2012).
- Economic Forecast Breakfast, (October 30, 2012).
- Fall UWG Preview Day 2012, (November 4, 2012).
- Economic Forecast Breakfast, (November 1, 2011).
- UWG Freshman Welcome, (August 21, 2011).

#### **Professional Organizations:**

- Editorial Board: *The Journal of Service Marketing*: 1997-2019.
- Editorial Board: *The Journal of Consumer Marketing*: 1997-2013.
- Editorial Board: *The Journal of Product & Brand Management*: 1997-2013.
- Editorial Board: *Journal of Marketing Management*: 1997-2000.
- Editorial Review Board: *Journal of Contemporary Business Issues*: 2006-2008.
- Advisory Council: Midwest Marketing Association: 1990-1995.
- Reviewer: American Society for Competitiveness: 1998-Pres.
- Reviewer: International Academy of Business Disciplines: 1998-Pres.
- NSU-Omicron Delta Kappa Society (Member): 2001-Pres.
- President: Marketing Management Association: 1989-1990

#### **Professional Memberships:**

- Association of Collegiate Marketing Educators
- Federation of Business Disciplines
- International Academy of Business & Public Administration Disciplines
- Marketing Management Association (Midwest Marketing Association)
- American Society for Competitiveness
- International Academy of Business Disciplines
- U.S. Association for Small Business & Entrepreneurship

#### **Honors and Recognitions 2015 to Present:**

Bergiel, B.J.

- Inductee into the 2018 Monaca Community Hall of Fame, 47th. Senatorial District - Pennsylvania. (October 21, 2018).
- Professor of the Year, RCOB - Beta Gamma Sigma. (April 18, 2018).
- Best Paper Award, Academy of Business Research. (November 16, 2017).
- Annual Faculty Teaching Award 2015-2016, RCOB Univ. of West Georgia. (August 4, 2016).
- Award for Excellence - 2016 - Highly Commended Paper, Emerald Group Publishing: Team Performance Management: An International Journal. (April 26, 2016).
- Making a Positive Impact on Students, Phi Mu Univ. of West Georgia. (November 4, 2015).
- Professor of the Year, Beta Gamma Sigma UWG Richards College of Business. (April 2, 2015).